KAT CRAIG

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SENIOR UX/UI DESIGNER

15 years of experience working as a UI/UX and technical creative leader working on AAA to award-winning indie game IPs. Relentlessly focused on elevating UX experience by crafting visually engaging and rewarding gamer experiences.

Core and Technical Competencies

User Research | Usability Testing | Data Analysis | UI Design Flows | User Flows | Prototypes | Wireframing | Iconography | Typography | Motion Graphics | UMG | Mockup Development | Library Management | Documentation | Brand Expression Visual Hierarchy | R&D | Figma | Adobe XD | Sketch | Unity | Photoshop | Illustrator | Unreal Engine | After Effects | Miro Board | JIRA | Confluence| Git | Versioning Tools

PROFESSIONAL EXPERIENCE

LARIAN STUDIOS | UI/UX DESIGNER (FREELANCE/PART TIME)　　　　　　05/2024 – PRESENT

Consult on UI/UX Strategy for released and future AAA CRPG games. Improve experiences in game such as player intent and feedback, multi-use item interaction, and precise interactions in busy environments.

- Create player journeys to better understand pain points.
- Use card sort exercises to create player stories.
- Create prototypes and wireframes to showcase improved player experiences.

THIEVES STUDIO | VISUAL DEVELOPMENT ARTIST, TECHNICAL UI/UX DESIGNER (PART TIME)　　05/2023 – PRESENT

Establish visual development for characters in unannounced game and shape gameplay experience for in-game elements and menus. Collaborate remotely with cross-functional teams, contributing to ideation, flow creation, prototypes, and high-fidelity visuals.

- Sole UI Lead in 6-member team, contributing concept and visual art including characters and heads up player testing.
- Create UI Components using node-based visual programming in Unreal Engine and UMG.
- Earned recognition for creating logo for the game and achieving more user-friendly features.
- Work with versioning tools to keep the game files organized.

CONVERGENCE STUDIOS | LEAD TECHNICAL UI/UX DESIGNER (PART TIME)　　　05/2023 – PRESENT

Craft UI and UX for an unreleased MOBA game and define the style of UI without taking focus away from gameplay. Champion user-centered design practices through leadership approvals, iteration, and cross-functional implementation.

- Lead for UI/UX, design systems and interactions, heads up display, character select screen and character ability icons.
- Perform competitive analysis, sketch new ideas, build wireframes to vote on and solidify UI.
- Performed improvements to HUD and character select screens on tight timelines, including iterations and final design.
- Create UI Components using node-based visual programming in Unreal Engine and UMG.

KAT CRAIG DESIGN | PRODUCT DESIGNER | TECHNICAL ARTIST　　　　　　11/2008 – PRESENT

Lead full cycle design for clients, including Microsoft, Nike, and Filter Digital. UX flows for websites, iterations of prototypes. Solo development on an unreleased platformer game in Unreal Engine 5. This includes blueprint creation for levels design, UI Widgets and work with materials.

ZONAR SYSTEMS, INC. | SENIOR UX DESIGNER　　　　　　　　　12/2021 – 11/2023

Led UX/UI design on 3 products, learned user needs/pains through discovery and usability testing, and created solutions with artifacts like wireframes, storyboards, and prototypes.

- Increased user engagement 60% for products by creating new features and improving user experience.
- Performed sprint cycles with running usability tests, analyzing data, and updating results.
- Improved experience of user management tools; and increasing ease for user permissions and management.

DELL TECHNOLOGIES | **UI/UX DESIGNER**   11/2018 – 12/2021
Managed UX/UI design for Dell Peripherals Manager Application. Oversaw design process through implementation, including prototyping, user research, user flows, motion graphics and information architecture into high-fidelity mockups.
- Developed UI for future and current products in gaming space, including Alienware and new unannounced products.
- Cut call center inquiries by 82% by developing a robust, accessible Dell Peripherals Manager app that enhanced user experience and added features like programmable keys.
- Took product from ground up- created app for accessibility and built better way to pair mouse and peripherals.

BLIZZARD ENTERTAINMENT | **GAME MASTER**   03/2018 – 11/2018
Assisted player base with various in-game and billing issues while gaining deep understanding and empathy for relationship to players.
- Elevated player satisfaction through positive post interaction surveys. Leveraged experience to address in-game issues.
- Issued in-game rewards that were not given for achievements, retrieved missing weapons, server transfers and more.

 SMASHING IDEAS | **UI/UX Designer**   09/2014 – 02/2017
Collaborated with product and developers on new ideas, created workflows for various digital products, and shipped the free to play mobile game Wordlings.
- Improved workflows by 20%, leading production on all projects in studio and introducing better tools for the team.

NINTENDO OF AMERICA | **DESIGNER**   01/2013 – 06/2013
Directed design on various web projects, including Nintendo.com and microsites for new titles. Assisted with shipping AAA game Fire Emblem Awakening. Collaborated with product and development teams on digital products and game development.
- Optimized processes for designing marketing materials for games by creating documentation for better workflows.
- Increased visibility and player engagement by 20% through marketing emails and banner ads.
- Worked with versioning tools to optimize files.

EDUCATION

LONG ISLAND UNIVERSITY CW POST CAMPUS | Greenvale, NY
Bachelor of Fine Arts in Vocal Performance

International Game Developers Association (IGDA) Virtual Exchange Grantee
Recieved 8/19/24

Epic Games Unreal Fellowship: Games
Completion 8/16/24

Member of International Game Developers Association (IGDA)
Dec 2023 – Present

Women In Games Ambassador
January 2024 – Present